

CHECKERS DRIVE IN RESTAURANTS INC /DE

Form 8-K

April 19, 2004

FORM 8-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Current Report Pursuant  
to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported)  
April 16, 2004

CHECKERS DRIVE-IN RESTAURANTS, INC.  
(Exact name of registrant as specified in charter)

DELAWARE	0-19649	58-1654960
(State or other jurisdiction of	(Commission File Number)	(IRS Employer Identification No.)

4300 WEST CYPRESS STREET, SUITE 600, TAMPA FLORIDA 33607  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code  
(813) 283-7000

Former name or former address (if changed since last report)  
NOT APPLICABLE

Item 9. REGULATION FD DISCLOSURE.

On April 16, 2004, the Registrant issued a news release entitled "Checkers Drive-In Restaurants, Inc. Teams up with Cure Autism Now Foundation Checkers/Rally's sponsors Team CAN and offers collectible cup", a copy of which is attached hereto as Exhibit 99.1.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

CHECKERS DRIVE-IN RESTAURANTS, INC.

By: \_\_\_\_\_  
Name: Keith E. Sirois  
Title: Director, CEO and President  
Dated: April 16, 2004

EXHIBIT INDEX

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Exhibit Number Description

99.1 Press Release, dated April 16, 2004

Exhibit 99.1

CHECKERS DRIVE-IN RESTAURANTS, INC.

4300 West Cypress Street, Suite 600,  
Tampa, Florida 33607  
\* (813) 283-7000 \* (813) 283-7001

CONTACT: Kim Francise  
MARC Public Relations  
412-562-1186

Checkers Drive-In Restaurants, Inc. Teams  
up with Cure Autism Now Foundation  
Checkers(R)/Rally's(R) sponsors Team CAN and  
offers collectible cup

TAMPA, FL - April 16, 2004 - Checkers  
Drive-In Restaurants, Inc. (NASDAQ: CHKR),  
the nation's largest double drive-thru  
chain and Official Burger of the Indianapolis  
500(R), today announced that it will sponsor the  
Team Cure Autism Now ("CAN") Foundation race  
car, part of the Kelley Racing Team, to be  
entered in the 2004 Indy 500.

"We are very pleased to sponsor Team CAN because  
they have a national reputation as an active,  
dedicated charity, committed to curing Autism,"  
said Richard S. Turer, Vice President of  
Marketing, Checkers Drive-In Restaurants, Inc.  
"Through the Team CAN sponsorship, we have the  
opportunity to further expand our presence in  
the Indy family, while raising money and  
awareness for an important cause."

In addition to sponsoring Team CAN at the Indy  
500, Checkers(R)/Rally's(R) stores will offer a  
collectible, large-drink Team CAN Cup featuring  
the CAN car and Sarah Fisher, Team driver. A  
portion of the proceeds from every large-drink  
sold will be donated to CAN, with an expected  
total donation of \$100,000. This offer will be  
promoted through TV spots featuring actor,  
Anthony Edwards, point-of-purchase signage,  
newspaper inserts and an ad in the Indy 500  
program.

Turer continues: "While Checkers/Rally's has  
been very active in charitable work throughout  
the Company's history on a store-by-store or  
even regional basis, the CAN sponsorship is our  
first national, system-wide cause marketing  
initiative."

"Checkers/Rally's teamed up with Sarah Fisher  
last year as a sponsor of her car in the Indy  
500. After we signed with Team CAN, we learned

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that Sarah would be joining the team. Sarah is an exciting driver to watch, and she really connects with her fans," added Turer. "We're just thrilled to have her as the CAN driver and to have the opportunity to work with her again this year."

Checkers/Rally's is currently the Official Burger of the Indy 500, Brickyard 400(R) and title sponsor of the Indy 500 Pit Stop Challenge. Checkers/Rally's is also the Official Burger of the Tampa Bay Devil Rays(R) Major League Baseball team. Other sports sponsorships have previously included "Official Burger" status for the St. Louis Rams(R), New Orleans Saints(R), Tampa Bay Buccaneers(R) and Atlanta Falcons(R).

Checkers Drive-In Restaurants, Inc. (www.checkers.com) is the largest double drive-thru restaurant chain in the United States. The Company develops, produces, owns, operates and franchises quick service "double drive- thru" restaurants.

Except for historical information, this announcement contains "forward-looking" and "Safe Harbor" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended and the Private Securities Litigation Reform Act of 1995. These forward-looking and Safe Harbor statements reflect management's expectations based upon currently available information and data; however, actual results are subject to future events and uncertainties, which could cause actual results to materially differ from those projected in these statements.

Further information regarding factors that could affect the company's financial and other results is included in the company's Forms 10Q and 10K, filed with the Securities and Exchange Commission.

### Photo caption:

As part of Checkers(R)/Rally's(R) Team Cure Autism Now sponsorship, Checkers/Rally's stores will offer a collectible, large-drink Team CAN Cup featuring the CAN car and Sarah Fisher, Team driver. A portion of the proceeds from every large-drink sold will be donated to CAN, with an expected total donation of \$100,000.